US Army, Civilian Human Resources Agency, SW Region
Human Resources Development Division
Marketing Plan

Our Goals

Increase customer awareness of HRDD services to enhance workforce development.

Develop HRDD Specialists into "consultants" who assist supervisors and traini coordinators with training and development strategies.

Improve our customer communications with Commanders, CPAC Chiefs, & Mana

Offer cost-effective training to the region.

Educate customers on the use of Civilian Human Resources Training Application System (CHRTAS).

Support training requirements IAW National Security Personnel System (NSPS) implementation.

Determine training program effectiveness and transfer of learning for the emp

Increase customer awareness of Army's Civilian Leader Development Program Core Curriculum training to enhance and develop competent and confident lead